MINUTES OF THE
GATLINBURG MUNICIPAL PLANNING COMMISSION
MARCH 20, 2025
THURSDAY, 4:00 P.M., FIREHALL

MEMBERS PRESENT	MEMBERS ABSENT	OTHER PRESENT
Kirby Smith	Jackie Leatherwood	Jay Samtani
Larry Claiborne		Jason Dang
Cam Caton		Gary Norvell
Candace Ogle Morton		Gus Floodquist
Chad Reagan		
Jay Horner		

Staff Representatives: Dalton York, Interim City Planner
Jodi Bible, Executive Secretary

CALL TO ORDER AND APPROVAL OF MINUTES

Planning Commission Chairman, Mr. Kirby Smith, called the meeting to order at 4:00 P.M. The minutes of the February 27, 2025, meeting were unanimously approved following a motion by Mr. Larry Claiborne and a second by Mr. Chad Reagan.

STAFF REPORT

PETITIONS AND COMMUNICATIONS FROM THE PUBLIC

OLD BUSINESS

NEW BUSINESS

Review and consideration of a proposed annexation into the City of Gatlinburg, being Tax Map 108, Parcels 77 and 77.01, located off Bird's Creek Road, requested by Johnson, Murrell, and Associates, P.C.

The request is to annex two (2) tracts of land into the city of Gatlinburg located off Bird's Creek Road and Camp Smoky Lane. The two (2) tracts of land encompass approximately 52-acres, with much of the parcels having thirty percent (30%) or greater slope throughout. The requested zoning district for the parcels sought to be annexed into the city is C-2 (General Business) District. The applicant has expressed to staff their intent is to develop the requested parcels like their ongoing "Hidden Hills" development situated at the intersection of Highway 321 and Hidden Hills Road. The annexation, if approved, would allow for the development to access City maintained sewer lines.

Staff concluded with East Tennessee Development District (ETDD) that this is a compliant annexation. Per Tennessee State Code 6-51-104, a municipality may only annex territory that does not adjoin the boundary of the main part of the municipality ***if*** the proposed annexation is either entirely contained within the municipality's urban growth boundary; or is either to be used for industrial/commercial/ or residential development; or if the municipality has received written consent from property owners; or if the tract is owned by one (1) or more governmental entities. Applicable Regulations: Article V, Section 508 being "Annexations"; Article VII, Section 702 (C-2 General Business District); Tennessee Code, Title 6 (Cities and Towns), Chapter 51 (Change of Municipal Boundaries), Part 1 (Annexation).

Following a brief discussion, Mr. Chad Reagan made a motion to recommend the proposed annexation along with the requested zoning classification of C-2 (General Business) District to the Board of Commissioners for their review and consideration. Mr. Cam Caton provided a second with all members voting, "aye."

Review and consideration of a proposed rezoning being Tax Map 117N, Group A, Parcel 22 from R1-A (Low-Density Residential) District to C-2 (General Business) District located on Ivy Road, requested by Ashley Foster.

Staff presented the request for a proposed rezoning being Tax Map 117N, Group A, Parcel 22, R1-A (Low-Density Residential) District to C-2 (General Business) District located on Ivy Road. The proposed rezoning for an overnight rental is to be constructed without the limitations of the R1-A setbacks. A requirement for a proposed rezoning in R1-A district entails mailing out letters to every property owner located within the R1-A district, the basis for this is to receive as much feedback as possible from the property owners. Staff received feedback from 33 members of the community, three of whom were for the proposed rezoning and 30 provided opposition. A few members of the Montgomery Wood subdivision were present at the meeting to express concern regarding the proposed rezoning and the effect of an overnight rental being in their established long-term residential neighborhood. Applicable Regulations: Article VII, Section 701 (R-1 Low Density Residential) and 702 (R-1A Low Density Residential); Title 5, Chapter 7 (Tourist Residency Permits) of the Gatlinburg Municipal Code.

Following a brief discussion, Mr. Chad Reagan made a motion to deny the request due to the opposition from the residents in Montgomery Woods neighborhood. Mr. Larry Claiborne provided a second with all members voting, "aye."

Review and consideration for a proposed PUD revision for "Smoky Mountain Village," being Tax Map 136C, Group A, Parcel 2, C-2 Zone, located at 1259 Bear Cub Way, requested by Josh Fletcher.

The proposal contains one (1) building to be added to the overall Planned Unit Development Plan. The proposal in consideration will utilize the location of the two (2) four (4) bedrooms units previously approved by the Planning Commission for the placement of one (1) six (6) bedroom unit. The new structure will require four (4) parking spaces, the applicant has provided five (5) spaces allowing for one (1) extra space for the rental unit. The new structure is a 3-story structure encompassing 4,992 square feet of habitable area, being 1,638 square feet greater than the previously approved structures found within the development. The proposed dwelling will be observing a lower than established minimum building separation setback, however, the proposed setbacks are in-keeping with the previously established building separation setbacks per the 1996 P.U.D. approval.

The dwelling is located within the Hillside Overlay District and has opted to utilize materials and paint colors having a light reflective value of less than 40. During discussions with the applicant, it has been expressed that it is their intent to utilize the existing color scheme of the development; being a dark brown stain and green tin roofing. The applicant has provided a landscaping plan for the proposed unit in keeping with the already established landscaping of the development.
Applicable regulations: Article III, being Definitions (specifically "Open Space"); Article IV, Section 402 (Off-Street Automobile Parking); Section 402.19, Section 406 (Planned Unit Development), Section 407 (Site Plan Regulations for Multi-Family, Commercial, and Industrial Uses), Section 407.3 (Landscaping Requirements). And Section 411 (Sign Regulations); Article VII, Section 715 (Hillside Overlay District); Article VII, Section 702 (C-2 General Business District).

Following a brief discussion, Mr. Chad Reagan made a motion to approve the PUD revision as presented. Mr. Larry Claiborne provided a second with all members voting, "aye."

Review and consideration for final PUD site plan approval for "Westgate Resorts, LTD-Phase 14R4," being Tax Map 116, Parcel 219, C-4 Zone, located off Winding Smoke Way, requested by Compass Ventures.
The request includes five (5) new buildings to be added to the overall Planned Unit Development. The buildings proposed consist of one (1) amenity building and four (4) multi-family buildings, each consisting of six (6) units each to provide a total of twenty-four (24) new units. The newly proposed addition to the overall Westgate P.U.D. will provide one hundred and fifteen (115) parking spaces with an added eight (8) ADA parking stalls. The car park provided has one hundred and twenty-three (123) parking stalls. The car park provided, being one hundred and twenty-three parking stalls, has five (5) spaces over the minimum required spaces for the proposed P.U.D.

The applicant provided all missing documents mentioned during the preliminary approval for the request. The documents included signed and stamped landscaping plan, each proposed structure's signed and stamped building plan and elevations, a modified Storm Water Pollution Prevention Plan (SWPPP), and Environmental Design Review Board aesthetic approval.

Following a brief discussion, Mr. Larry Claiborne made a motion to approve the final PUD plan as presented. Mr. Jay Horner provided a second with all members voting, "aye."

Review and consideration for one (1) proposed sign for "Hollywood Star Cars Museum Gift Shop," located at 914 Parkway, requested by Cam Caton.
Staff presented the request for one (1) proposed sign for "Hollywood Star Cars Museum Gift Shop," located at 914 Parkway. The proposed sign measures out to be 24 square feet and will be located above the main entrance to the museum gift shop entrance. The sign is made of 1.5" HUD foam, background is recessed 3/8" leaving border, lettering and logo, 23K gold leaf to be applied to yellow border around logo which will be raised ¼" and Star Cars. All color to be per the provided drawing except with background having an applied black smaltz finish. The proposed sign adheres to Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Chad Reagan made a motion to approve the sign request as presented. Mr. Larry Claiborne provided a second with all members voting, "aye." Mr. Cam Caton abstained from the vote.

Aesthetic review and consideration for "Blue Moose," located at 515 Parkway, requested by Margaritaburg Sharks.

Staff presented the aesthetic review for "Blue Moose," located at 515 Parkway. The exterior renovation for rebranding the new restaurant. The applicant will remove all ornate objects from the existing façade. The exterior will receive a fresh paint update, with the colors red and blue (SW 3572 New Barn Red and SW 2739 Charcoal Blue), where all the white/beige is currently displayed. The awning will be painted red to match the exterior paint color. This is also that same colors and branding used throughout the other four corporate locations of Blue Moose. Staff also stated that all ornate objects that are currently in place would be removed

Following a brief discussion, Mr. Chad Reagan made a motion to approve the aesthetic request as presented. Mr. Larry Claiborne provided a second with all members voting, "aye." Ms. Candace Ogle Morton abstained from the vote.

Review and consideration for proposed signage for "Blue Moose," located at 515 Parkway, requested by Margaritaburg Sharks.

Staff presented the request for proposed signage for "Blue Moose," located at 515 Parkway. The request is for signage that will take the place of the preexisting signage from Landshark Bar and Grill. Three (3) signs are included in this request; the first one being an illuminated blade sign located above the entrance of the restaurant. The blade sign measures 50.26 square feet. The sign is fabricated aluminum with painted red finish and black vinyl shadows for letters. The moose logo on sign fab'd 5" deep aluminum channel logos with painted black finish; panned clear acrylic face with second surface digitally printed moose graphics and painted black background logo edge; white LED internal illumination, flush mount to face of top half-rounded cabinet section.
Sign #2 is a logo and letters on raceway measuring out to be 23.91 square feet; moose logo fabricated 3" deep aluminum channel logo with painted finish, white LED internal illumination.
Sign #3 is a replacement face for the bottom cabinet for the entrance sign to Margaritaville, routed aluminum faces with push through acrylics , measuring out to be 34.4 square feet. All proposed signage will replace the preexisting signage from Landshark Bar and Grill. The total signage proposed in this request is 143' down from what was originally displayed that came out to 155'. The sign proposal adheres to Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Chad Reagan made a motion to approve the sign request as presented. Mr. Jay Horner provided a second with all members voting, "aye." Ms. Candace Ogle Morton abstained from the vote.

Review and consideration for sign face replacement for "X-Faded Cannabis Dispensary," located at 201 Parkway, requested by Casey Treat.

Staff presented the request for sign face replacement for "X-Faded Cannabis Dispensary," located at 201 Parkway. The request comes as the dispensary has been purchased by a new owner and rebranding. The proposed replacement sign measures 44 square feet. The proposed sign is similar to existing in design and color scheme. Sign specs include 8cm depth aluminum box painted dark gray; purple color acrylic neon, stick out 15mm white acrylic, top with 1mm thickness green color sticker face with no light just the side of acrylic with RGB light (as the previously approved sign on May 16, 2024, by Planning Commission. The proposed sign does adhere to Section 411, being the Sign Regulations.

Following a brief discussion, Mr. Larry Claiborne made a motion to approve the sign face replacement as presented. Mr. Jay Horner provided a second with all members voting, "aye."

Aesthetic review and consideration for "Westgate Phase 14RF," located 669 Kristi's Place, requested by Westgate Resorts.

Staff presented the request for aesthetic review for "Westgate Phase 14RF," located at 669 Kristi's Place. The proposal is for a new multi-family unit that will be located within the planned unit development. The phase presented will look exactly like the other multi-family units. The design narrative provided by the applicant reads: "Westgate Resorts is proposed construction of (2) sets of (2) cabins similar to what has been constructed multiple times on site and additional amenities in the way of a pool and support structures (this is discussed in the next item). The T-cabins are of the exact design aesthetic as the previous T-cabins. The look and feel of the structures are to be of cabin vernacular and will be accomplished by utilizing stained D-log siding, stained timber, engineered stone, and green asphalt shingles."

Following a brief discussion, Mr. Chad Reagan made a motion to approve the aesthetic review as presented. Mr. Jay Horner provided a second with all members voting, "aye."

Aesthetic review and consideration for "Westgate Phase 14RF: Amenities Building," located at 669 Kristi's Place, requested by Westgate Resorts.

Staff presented the aesthetic review for "Westgate Phase 14RF: Amenities Building," located at 669 Kristi's Place. The proposal is for the new amenities building that will be located near the previously described multi-family residence. The design narrative provide to Staff reads: "The amenities pool is to serve guests of the resort and will capitalize on the stunning views while having guests use the pool, spa, or lounge on the deck. The pool will have a sun shelf, lounge shelves, and an infinity edge. Support the activities of the guests, the vertical elements will consist of three smaller structures that include a restroom, open air bar, and slight larger build that will house the pool pump equipment and a small grab and go kitchen to serve the guests. Materially all the amenities will consist of neutral colors that speak to the natural tones in the surrounding environment. This is to be accomplished using stained wood to match adjacent built structures, complimentary engineered stones and tiles, and muted dark metals."

Following a brief discussion, Mr. Chad Reagan made a motion to approve the aesthetic request as presented. Mr. Larry Claiborne provided a second with all members voting, "aye."

Review and consideration for two (2) proposed wall signs and one (1) mall sign for "Jimmy's Smokehouse and Pizza Joint," located at 1359 East Parkway, requested by Morristown Signs, Inc. (passed Environmental Design Review Board, 3.4.2025)

Jimmy's Smokehouse and Pizza Joint was initially presented at the February 13, 2025, meeting. The item was tabled and the Board provided suggestions for Mr. Wolaver to take back to their sign designer. Mr. Wolaver was able to provide a sign submittal that took all the Board's recommendations into consideration. The signage will be visible from Glades Road and East Parkway. Wall sign #2 (logo) measures out to be 16'.2", specifics regarding the aesthetics were not provided, i.e. dimensional or not. Mall sign, 3, measures 18 square feet, flat cabinet, backlit. Total square footage proposed 82.2 square feet. The sign location from the setback is 45 feet, giving the applicant the maximum square footage allotment, 150 square feet, if needed.

Following a brief discussion, Mr. Jay Horner made a motion to approve the sign request as presented. Mr. Larry Claiborne provided a second with all members voting, "aye."

Unscheduled Items

Adjournment

The meeting was adjourned at 4:11 p.m. upon a motion by Mr. Larry Claiborne and a second motion provided by Ms. Candace Ogle Morton.

Approved:

Jackie Leatherwood
Planning Commission Secretary

4.24.25
Date